

17 WIC Brand Image Survey

- This survey builds upon our 2018 survey and 2019 report, where Visual Image was revealed as one of the six drivers.
- The survey asked over 100 questions focused on the **visual** aspect of wine-in-a-can brands, and generated over 1,800 respondents, aged 21-87.
- It included pictures and analyzed the perceived image of three popular sizes across 17 brands: 187ml (5 brands); 250ml (7) and 375ml (5).

2019 Survey - Image



Amsterdam, 2019

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Qualitative and Quantitative Data:

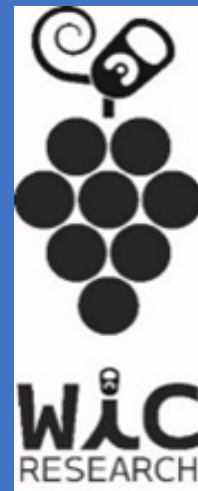
- Alcohol consumption
- Wine consumption behavior
- Purchase behavior
- Wine perceptions (before and after trial)
- Can Size & Price preferences
- Top of mind associations
- Social Media activity
- Subjective Wine Knowledge
- **Brand Image** based on visual packaging

Standard and Custom Reports Available

- Standard questions (**Report S0**)
- Company Brand Image - own company (**Report S1**)
- Company Brand Image: all 17 competitor brands (**S17**)
- Custom (variable analyzed against variable) (**Custom**)
- Custom Word Cloud (**WordCloud**)

For more information contact us at WICresearch.com@gmail.com

WICresearch is a leading researcher in the wine-in-a-can (WIC) market. We maintain the most comprehensive WIC industry database, which currently covers 500 winemakers who offer over 1,200 SKUs of wine-in-a-can.



In addition to industry-leading marketing research covering the wine-in-a-can category, we offer market development and can production skills to assist your business, whether you are just preparing to launch a new product, extend your current product line, or wish to increase sales of current products.